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PRESS RELEASE

Kerala rolls out subsidised loan scheme for women in tourism sector, calls applications

- **Country first initiative: Tourism Minister Shri P A Mohamed Riyas**

Thiruvananthapuram, Mar. 13: Kerala Responsible Tourism (RT) Mission Society of the Department of Tourism has invited applications from women entrepreneurs for setting up ventures in tourism sector by availing loans under the interest subsidy scheme announced by the State Government.

A country first initiative, RT Mission is implementing the 'Interest Subvention Project' in association with Kerala State Women's Development Corporation (KSWDC) as part of the government's women-friendly tourism policy.

The beneficiaries will be eligible for four percent interest subsidy on loans up to Rs 15 lakh obtained under the scheme.

Women entrepreneurs or women-led units registered with RT Mission Society are eligible to apply under the scheme. Applicants need to submit a detailed project report with necessary documents to RT Mission Society and the eligible projects will be recommended to KSWDC, for providing loans after scrutiny of the reports and obtaining surety from the applicants.

Terming this as a model project that aligns with the state's inclusive and sustainable tourism development paradigm, Tourism Minister Shri P A Mohamed noted that in the budget 2025-26, 50 per cent of the funds allocated for RT Mission is earmarked for women empowerment activities.

"Around 70 percent of the units registered with State RT Mission are either women-owned or women-led enterprises. The Women-friendly Tourism Project of the state government aims to support, promote and increase participation of women in tourism sector. The scheme will also help economic empowerment of local community and ensure their financial and social security," Shri Riyas added.

All categories of women can apply under the scheme through: <https://www.keralatourism.org/responsible-tourism/uploads/tenders/interest-subvention-scheme-20260312135426628705.pdf>

An MoU for the project was signed by KSWDC MD Smt Bindhu V C and Kerala RT Mission Society CEO Shri Rupeshkumar K on February 11 during the Kerala Responsible Tourism Fest held at Kanakakkunnu in the city.

Ends